

## UN, Brahma Kumaris launch all-India Peace Campaign

**New Delhi:** On the International Day of Peace 21 September, the Brahma Kumaris and the UN jointly launched an all-India campaign at grand event at Siri Fort auditorium to help individuals experience peace in their daily lives and create an atmosphere of peace in society and the world at large.

During the three-month-long campaign, titled 'I pledge for peace', individuals will be urged to pledge to devote ten minutes daily to creating thoughts of peace or practising meditation. Brahma Kumaris volunteers all over India will reach out to members of the public to urge them to create positive and peaceful thoughts and make the pledge.

The Campaign was launched by **Mrs Kiran Mehra-Kerpelman, Director, United Nations Information Centre for India and Bhutan**, and **Rajyogini Dadi Hirdaya Mohini, Additional Chief of Brahma Kumaris**, in the presence of several religious leaders.

Speaking on the occasion, **Mrs Kiran Mehra-Kerpelman** said, "for UNIC, today is the beginning of our annual 11-day-long Peace and Non-Violence Campaign, during which we will collaborate with activists, educators, young people, and persons affected by conflict to highlight the culture of peace."

"UNIC has had a long and fruitful collaboration with the Brahma Kumaris, particularly on the themes of peace and non-violence.... Your commitment is exemplary - I know, for example, that in the year 2000, you collaborated with UNIC and UNESCO to gather two million signatures supporting the 'culture of peace' campaign."

**"As the (UN) Secretary-General pointed out:** "Governments must lead. But ultimately, a culture of peace will be built by people: teachers and religious figures; parents and community leaders; business executives and grass-roots groups. All joining together to denounce violence and demand peace."

**Rajyogini Dadi Hirdaya Mohini, Additional Chief of Brahma Kumaris**, said peace was an innate quality of the human soul and could be experienced simply by creating peaceful thoughts. "Even if the circumstances outside are not very conducive, our state of mind depends on how we choose to perceive and respond to them. Our thoughts, in every situation, are solely our creation."

**Supreme Court judge, Justice G S Singhvi**, said world peace could be achieved only on the basis of individual peace. The campaign will conclude in a grand finale here on December 21 at 6 p.m. with a collective contribution of ten minutes of peace.

Earlier eminent dignitaries namely, Mr. Rakesh Mehta, State Election Commissioner for Delhi and Chandigarh, Mr. Bhaskar Rao, Chairman, Centre for Media Studies, New Delhi, Dr. A. K. Merchant, Chief, Bahai Foundation of India, Dr N. K. Trikha, Eminent Journalist came on stage to give greetings and sign the Peace Pledge. The logo of project was unveiled by Dadiji.

BK Brij Mohan, Chief Editor, Purity shared about the campaign and urged everyone to help spread the awareness about creating peace in their daily life. Everyone is looking for peace outside but peace is the innate nature of the soul.

BK Alok Sharma, Peace Angels Foundation, introduced the concept of the campaign by showing a video clip of what people think about peace today. He highlighted the need to create the right awareness about peace in the society especially among the youth.

BK Sister Asha, Director Om Shanti Retreat Centre, said that peace is the most sought after treasure by humans and in today's chaotic and stressful age it is the best thing we can share with others by being at peace ourselves.

BK Sister Shanti conducted meditation for peace and rendered the Peace Pledge in which the whole gathering participated. It was a beautiful moment as the audience took the Peace Pledge holding the colorful placard in their hand.

Peace songs were sung beautifully by BK Asmita behn of Kolkata and team and colorful dances performed by youth.

The website for this campaign was also launched. Log in to [www.ipledgeforpeace.in](http://www.ipledgeforpeace.in) to know the details about the three-month long campaign.